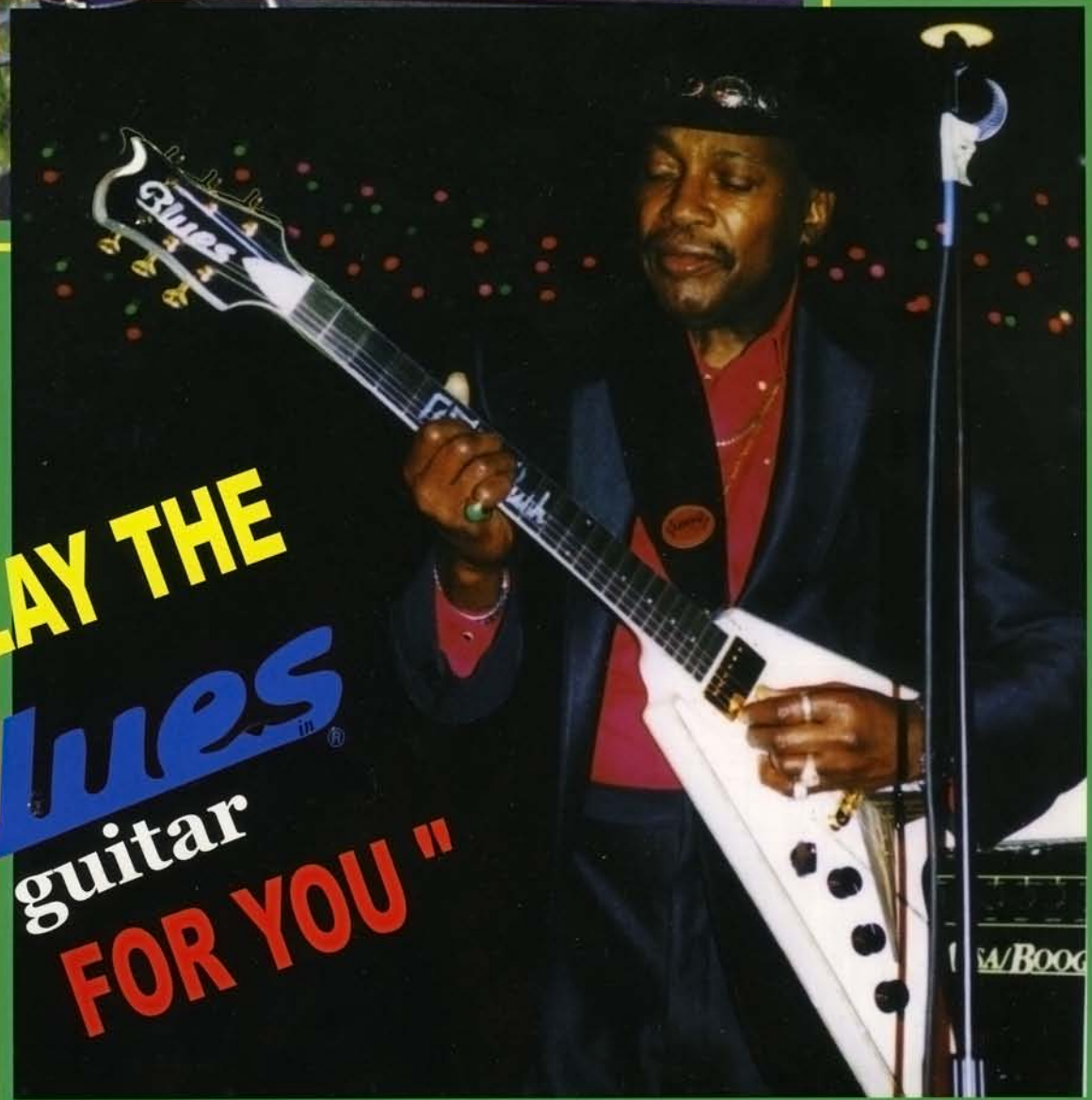




**CLARENCE
GATEMOUTH
BROWN**

**OTIS
RUSH**



**"I'LL PLAY THE
Blues
guitar
FOR YOU"**

This is the "Blues guitar" ORIGINAL MODEL



PHOTO BY MASAKI HIROOKA

Blues music.
It has been closely related to the history of guitar, has produced number of great performers and it is still making progress.
We have been dealing with this wonderful blues music with utmost respect and affection.

Moony K. Omote, president of O.N.G corp., has devoted his heart and soul to blues music for 35 years as a guitar player and also as a businessman. "I want to repay blues music," he says. His experience as a long time musical instrument producer and his deep love for the blues have merged into one and that is BLUES GUITAR. BLUES GUITAR incorporates many of Moony's unique ideas. Its originally styled body is a hollow, made of spruce wood with arched top & back. Regular size and large size are available. Originally designed head stock and finger board are made of specially treated perello and strictly selected maple wood. The 3-ply constructed neck has a through-neck style that stretches to the body end. This feature is one of the most fundamental of the BLUES GUITAR. Long sustain, desired by all guitarists, is also one of the excellent features of BLUES GUITAR. Employing an unique stitched holes structure and hollow styled body, We have achieved longer sustain even in the mid to low sound range than any other through neck guitar. It has a bright see-through color body and beautiful binding. Made one by one, totally by hand, utilizing selected hardware, BLUES GUITAR will perform to its fullest capability as your unreplaceable partner.

COOL COLORS

We are convinced the quantity and quality of the paint have great influence on a guitar's sound. What's more, who can deny the appeal of a beautiful musical instrument? BLUES GUITAR is finished with lacquer painted, bright see-through color in order to liven the woodgrain of the spruce wood. Six basic colors are available. Each color is meant to represent the images of masters of blues music. Pictures from left-Freddy Red, T-Bone blue, Collins natural, also available are Elmore green, Muddy sunburst (cherry), Howlin sunburst (brown).



ONE PIECE WOOD ESCUTCHEON



The wood escutcheon united with the through-neck stretching to the body end realizes the sound of the wood. This escutcheon is a

one piece construction connecting two pick ups. You can also choose your favorite pick up. Also, (unlike in existing systems) wires can be easily connected by using a mini plug.

AND FAVORITE PICK UPS



The binded pick guard made of one solid piece of maple is float mounted, free from body sound disturbance. Also

this model utilizes Harmonic Design's original full humbucker pick up which makes even more sustain possible.

HEAD STOCK & NECK



The BLUES logo perfectly matches the unique styled head stock. The fingerboard is made of specially treated perello. The maple wood and perello neck is prevented from warping and twisting thanks to the 3-ply construction. Also beautiful full binding assures smooth fingering.

CONTROL KNOBS



Control knobs that look like old fashioned radio knobs are built to be tough and easy to operate. They consist of front pick up volume, rear pick up volume and master tone.

ROTARY PICK UP SELECTOR



The simply designed rotary pick up selector is built to be exceptionally tough. This guitar is free of click noises, so your beloved old speakers will not be damaged.

TAIL PIECE & BRIDGE



BLUES GUITAR incorporates "Tune-O-Matic" bridge enabling it to respond to performers' high level demands such as accurate octave pitch and delicate adjustment of string height. With an engraved crawfish figure, the tail piece is made of fine ebony, and its unique setting creates ideal tension.

The "Blues guitar" SIGNATURE MODELS

MODEL "THE MAN"



The great Clarence Gatemouth Brown will undoubtedly leave a permanent impression on American cultural history. His Gatemouth swing still excites people all over the world. After his performance in Japan in June, 1999, Gatemouth invited Moony to become his sound partner. Gatemouth now plays BLUES GUITAR exclusively. "MODEL THE MAN", O.N.G.'s Gatemouth signature model was completed in December '99 and given to Gatemouth as a Christmas present. He subsequently played "MODEL THE MAN" at his Millenium gig in New Orleans. It still has the same basic mechanisms as BLUES GUITAR, such as maple three piece through-neck, hollowed body with spruce top and rotary switch. It has a slim silhouette, as was requested by Gatemouth. The body top is flat, and color is lacquered see-through black featuring wood grain. Gatemouth's favorite leather pick guard carries not only his signature but an engraving of a Louisiana alligator. The tail piece made of perello has Gatemouth's personal logo and "THE MAN" engraved. The boat shaped side jack protects the wire cord plug making connections very easy and a smooth. It is equipped with a mini humbucker pick up as a standard item. A one piece wood escutcheon mounting is a BLUES

GUITER standard. We hope this Mr. Clarence Gatemouth Brown signature model, "MODEL THE MAN" will be played by swingers of the 21st century. Played wild - like a Louisiana alligator.



BLUES IN "V"

Mr. Otis Rush, king of Chicago blues, hit maker and winner of Grammy awards, has influenced not only blues music but also rock, funk and pop. People all over the world have been moved by his songs and guitar performances and many have become followers of his music. During his half century career as a top artist, he has fond memories of friends who've come and gone. One of them was Mr. Flying V Albert King, who was notorious for shaking his big body and playing his guitar as if it were weeping. Otis Rush never forgot the king of the blues with whom he enjoyed a brotherly rivalry. With respect to the feelings and passion of Mr. Otis Rush, we have completed the signature model "BLUES IN V". It is a masterpiece in the shape of Albert King's trade mark old Flying V, but with the BLUES GUITAR sound. His signature is mounted on the perello finger board and the boat shaped jack plate is attached to the inside of the body. Two full humbucker pick ups comes as standard items. Traditions such as the through-neck, flat top, hollowed body, one piece wood escutcheon and rotary switch - BLUES GUITAR standards - are also standard with the Signature model. The signature model "BLUES IN V" has a white see-through body and beautiful full binding. With this guitar, the legacy of Albert King will live on as part of the Otis Rush sound.



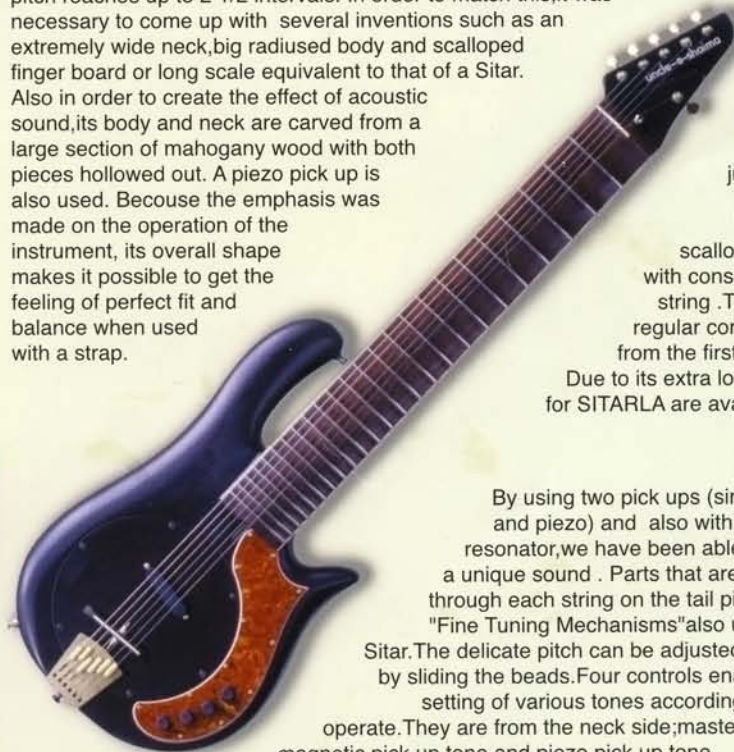
The Flower Traveling Band, who toured in Canada in 1969, was

a band completely different from any previous Japanese band. People were fascinated by its oriental yet groovy sound. F.T.B. guitarist Uncle-E-Shima, still cherishes Japanese traditions and the oriental sound. On the other hand, Uncle-E has been playing the Sitar, India's traditional instrument, for thirty years. He started ASIA brand with his old time friend Moony to develop a guitar that can be played like a Sitar. After many trials and errors, he created an amazing combination of Sitar and guitar. It is called SITARLA.



SITARLA

The basic concept of SITARLA is a guitar that can be played like a Sitar. To realize this, the first thing to do was to create an instrument that is able of copying "Meend" sound, one of the Sitar's distinguishing characteristics. "Meend" is where a player downbends & releases the main melody string of the Sitar and its pitch reaches up to 2 1/2 intervals. In order to match this, it was necessary to come up with several inventions such as an extremely wide neck, big radiused body and scalloped finger board or long scale equivalent to that of a Sitar. Also in order to create the effect of acoustic sound, its body and neck are carved from a large section of mahogany wood with both pieces hollowed out. A piezo pick up is also used. Because the emphasis was made on the operation of the instrument, its overall shape makes it possible to get the feeling of perfect fit and balance when used with a strap.



HEAD STOCK & NECK



An extra long scale is adopted just like the sitar. It is equipped with wide neck and fret enabling the "Meend", large radiused body and scalloped finger board. Pegs are located with consideration for the tension of the first string. Tuning can be done basically in the regular cord formation, A-E-C-G-D-A, starting from the first string to achieve the best tension. Due to its extra long scale, strings made exclusively for SITARLA are available only through us.

TAIL PIECE & PICK UPS



By using two pick ups (single coil and piezo) and also with original resonator, we have been able to add a unique sound. Parts that are placed through each string on the tail piece are "Fine Tuning Mechanisms" also used for Sitar. The delicate pitch can be adjusted simply by sliding the beads. Four controls enable the setting of various tones according to each situation and are easy to operate. They are from the neck side; master volume, balancer of two pick ups, magnetic pick up tone and piezo pick up tone.

**MICK
TAYLOR**

**ROBERT
JR. LOCKWOOD**

**OTIS
RUSH**

**C.M.
WHITE**

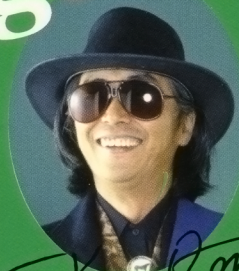
**CLARENCE
GATEMOUTH
BROWN**

**LITTLE
MILTON**

**SHUN
KIKUTA**

**MAGIC
SLIM**

Blues in guitar



Moony K. Omate

PRESIDENT'S PROFILE

Born in 1947 on the island of Hokkaido Japan, Moony was an active musician in his younger days. His first encounter with blues music left him deeply impressed. In the 70's he started researching and developing musical instruments as a member of the development staff at Fernandes, Inc.. In 1981 he founded Moon Corp. and successfully created the world's first component guitar, winning tremendous support from professional musicians. Though in the late 80's he left the music industry briefly, he could never escape his baptism in blues music. In 1999 he announced the birth of the totally original BLUES GUITAR. Filled with his passion for blues, he founded O.N.G corp..

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